21COM3C11L

M.Com. III Semester Degree Examination, April/May - 2024
COMMERCE
Business Research Methods
(NEP)

Time : 3 Hours   Maximum Marks : 70

Note : *Answer* **any five** *of the following questions with Question No.* **1 (Q.1)** *is* **Compulsory.** *Each question carries* **equal** *marks.*

1. What is a Research ? Explain in brief the different types of research with examples. **14**

2. (a) What is Research Design ? Briefly explain the features of good research design. **7**

    (b) List out the various types of measurement ? Discuss the various types of scales and their importance. **7**

3. (a) What is primary data ? Differentiate between questionnaire schedules. **7**

    (b) Describe the probability and Non-probability Sampling methods. **7**

4. A stock market analyst wants to study the impact of the type of company on quarterly averages of the Earnings Per Share (EPS). So, he collects four quarterly averages of four different companies during the last accounting year from capital market are as : **14**

		Company			
	Quarter	A	B	C	D
EPS	Q1	12	16	25	13
	Q2	8	18	15	8
	Q3	16	10	22	20
	Q4	19	11	9	5

Check whether there is significant difference between different companies in terms of EPS at significance level 5%.

5. (a) Indicate the general format of research report and mention its specific category **7**
of each major Section of report.

(b) Differentiate between bibliography and footnotes or references. Illustrate **7**
your answer with examples.

6. (a) What are the differences between descriptive and exploratory research **7**
designs ?

(b) What do you mean by 'Sample Design' ? What points should be taken into **7**
consideration by a Researcher in developing a sample design.

7. (a) Explain the critical elements of a report. **7**

(b) From the data given in the following table, find out whether there is any **7**
relationship between gender and the preference of colour. Use LOS
0.05%=5.991

Colour	Male	Female	Total
Red	25	45	70
Blue	45	25	70
Green	50	10	60
Total	**120**	**80**	**200**

8. (a) Memory capacity of 9 students was tested before and after training. State at **5**
5 percent level of significance whether the training was effective from the
following scores :

Student	1	2	3	4	5	6	7	8	9
Before	20	25	19	13	17	22	26	27	14
After	22	27	18	15	16	21	28	30	13

(b) What is hypothesis ? Explain characteristics of good hypothesis. **5**

(c) Explain the procedure for the construction of a questionnaire. **4**

- o 0 o -